

THOMAS J. MILLER
ATTORNEY GENERAL

CONSUMER PROTECTION DIVISION



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Department of Justice

ASSURANCE OF VOLUNTARY COMPLIANCE

In the matter of:

Simply Wheelz LLC d/b/a Advantage Rent A Car ("Respondent")

Respondent enters into this Assurance of Voluntary Compliance ("AVC") with the Attorney General of Iowa ("Attorney General") to resolve the Attorney General's concerns relating to Respondent's rental car rate quotes via certain online services for rentals from Des Moines International Airport.

Specifically, the Attorney General learned that Respondent had, since at least August 2010 through mid-June, 2011, failed to disclose the 5% Iowa state rental car tax in its online rental car rate quotes. It is the Attorney General's position that this conduct constituted a misrepresentation of the rate quote and, therefore, violated Iowa Code section 714.16. The Attorney General's investigation of this matter did not find that Respondent failed to disclose the existence of the 5% state rental car tax for rentals anywhere other than from Des Moines International Airport, and the Attorney General's investigation did not find that Respondent failed to disclose the existence of the 5% Iowa state rental car tax to consumers at the time of rental. It is Respondent's position that its failure to disclose the 5% Iowa state rental tax in its online quotes resulted from a systems programming error and was unintentional.

This AVC is a compromise settlement of a disputed claim and does not constitute an admission by Respondent of any violation of Iowa Code section 714.16 or any other law.

Respondent agrees that in all future online or telephone rental car rate quotes in Iowa, it will disclose the existence of and charges for all fees required to be paid in connection with the rental. Respondent agrees that any future violation of this AVC shall constitute a violation of Iowa Code section 714.16, and that any such violation may give rise to civil penalties and other remedies as set forth in that law. Respondent understands that compliance with this AVC does not constitute compliance with all applicable laws. This AVC may be signed in counterparts.

Date: July 8, 2011

Kevin T. McIver

Kevin T. McIver
Associate General Counsel and
Assistant Secretary of Simply Wheelz LLC d/b/a
Advantage Rent A Car

Date: July 7, 2011

William L. Brauch

William L. Brauch
Special Assistant Attorney General

Director-Consumer Protection Division